

BUSINESS TRACK - SCHEDULE TUESDAY 23.3.2021

9.00-10.45 FIN time (8.00-9.45 CET)

Daniela Zirra, Professor, PhD

Romanian-American University

Topic: Developing a new project/business idea

Description:

Learning objectives:

1. Understanding the importance of a new project/business idea for a company.
2. Understanding the methods used to identify and develop a project idea.
3. Understanding the effects of innovative project ideas on enterprises.

Content:

- Part 1 – Lecture (Power Point presentation)
 - ✓ Techniques for identifying and developing a project/business idea
 - ✓ Choosing the best technique to be used
 - ✓ The influence of a project/business idea on economic performance
- Part 2 – Understanding and applying the problem tree technique
Comments/Discussions/Examples/Exercises.

11.00-12.45 FIN time (10.00-11.45 CET)

Monika Hrebackova, Assistant professor

School of Business, University of Chemistry and Technology Prague

Topic: Doing Business in the Global Environment

Description:

HE students of Business and Management should be equipped with many skills and competencies for their future careers if they want to join the international labour market successfully.

Indisputably, intercultural communicative competence (ICC) belongs to one of the most crucial competencies of the 21st-century.

The workshop will focus on three aspects that should be considered (and practiced) when collaborating and communicating internationally: culture, communication, and negotiation. Bringing hands-on practice of selected tasks, the participants will learn how to understand business cultures and discover their cultural “self”. They will analyze a critical incident, fortify their language skills through a communication strategy, and practice a 5-step negotiation process to get a deeper insight

into doing business in the global environment. They can also take several inspiring tips for reading and watching.

13.00-14.45 FIN time (12.00-13.45 CET)

Rita Lukács, College Associate Professor

Budapest Metropolitan University

Topic: Corporate Social Responsibility in marketing communication (CSR, Corporate Reputation, Stakeholders, Marketing communication)

Description:

- CSR and its history with big corporate scandals as milestones
- Main reason for CSR: Lack of trust (recent research results)
- Who are stakeholders and why they are important for companies? (Stakeholder concepts and importance of stakeholder communication)
- Importance of Corporate Reputation in CSR (Corporate Reputation dimensions and their relevance from a stakeholder point-of-view)
- CSR in marketing communication
- Why and how to communicate about CSR in marketing communication?
- Main forms of CSR in marketing communication with best practices, including some examples for marketing campaigns with a social message during COVID19 pandemic situation

15.00-16.45 FIN time (14.00-15.45 CET)

Miguel Angel Martin Valmayor, Lecturer

Universidad Francisco de Vitoria / Universidad Complutense

Topic: Equivalency of the different DCF methods for project valuation. Typical errors in their estimation

Description:

Project valuation is a very standard issue in financial management. However, the application of different discount rates (leveraged/unleveraged cost of equity or WACC) depending on the conditions and hypothesis of the project is something that still tend to generate questions on the management teams.

Over this course, we'll check the different alternatives for DCF valuation in project management. We'll start with the estimation of the relevant cash flows from a typical project, checking the impact of different financial structures in the net present value and in the internal rate of return. Then we'll see the equivalences between the different valuation methods (Discount of free cash flow at WACC,

Discount of equity cash flow at K_e and Adjusted present value at unlevered cost K_u), using fixed K_e or leveraged capital structures with different Debt to Equity relationships with a fixed K_u .

BUSINESS TRACK - SCHEDULE WEDNESDAY 24.3.2021

9.00-10.45 FIN time (8.00-9.45 CET)

Sergei Polbitsyn, Professor

Ural federal university

Topic: Digital innovations in international entrepreneurship

Description :

- I. **Investigation of digital innovations** — the processes used to investigate digital innovations along the institutional, market, technological and strategy dimensions as the digital innovation moves from an idea to the market.
- II. **Identification of digital innovations** — the structures and incentives organisations must be put into place to effectively allow talented individuals (from different functions) to execute digital innovation processes.
- III. **Commercialisation of digital innovations** — the strategies that a firm must consider to most effectively exploit the value of their digital innovation, including innovation platforms that incorporate multiple product options, portfolios and standards.
- IV. **Revitalisation of digital innovations** — the processes, structures and strategies for exploring, executing and exploiting innovations that established firms can use to renew their innovation foundations in the face of potentially disruptive innovations.

11.00-12.45 FIN time (10.00-11.45 CET)

José Ruiz del Portal Tranche, Senior lecturer and researcher

Amsterdam University of Applied Sciences

Topic: FinTech and the Make-or-Buy Decision: Valuation Models for Retail Banks Facing Disruptive Innovation

Description:

As disruptive innovation, FinTech has evolved from start-up firms finding ways to serve niches abandoned by traditional retail banks to a broader ecosystem with unclear boundaries between disruptors and incumbents. The 'essence' of banking is at discussion. The purpose of this lecture is to explore actual valuation theories for the assessment of investments in sustaining and disruptive

innovations: from traditional discounted cash flow analysis to enterprise value multiples, or the use of the Real Options Theory in combination with decision tree analysis.

13.00-13.45 FIN time (12.00-12.45 CET)

Henning Kehr, Professor and Vice-President

Hochschule Worms / University of Applied Sciences Worms

Topic: Foreign Direct Investments in the light of a tendency to unilateralism - Actual Research Questions

Description:

- 1 Trends of Globalization/Foreign Trade
- 2 Value Added
- 3 Trade in Goods and Services
- 4 Changes in Law and Regulations
- 5 European and German Situation
- 6 Changes in Law and Regulations
- 7 Emerging Countries
- 8 Effects of Free Trade Agreements

14.00-15.45 FIN time (13.00-14.45)

Zijian Wang, Lecturer

Amsterdam University of Applied Sciences

Topic: Sustainable Innovation & Technology Management

Description:

Will you compete with robots for jobs?

Will the career you dream of being stolen by rapid automation?

Will we enjoy a 4-hour-working-week and get paid with a universal income?

In light of industry 4.0 and the global pandemic, the way we work is facing dramatic challenges. In this guest lecture, provided by Mr. Zijian Wang from the Amsterdam University of Applied Sciences, we will explore a future with a balance between automation and human intervention. By learning from cases around the globe, hopefully, we may come up with a check-list to evaluate the usage of AI, robotics, IoT, blockchain, and other emerging technologies for strategic management.

BUSINESS TRACK - TAMK BUSINESS UNIT'S SESSIONS WEDNESDAY 24.3.2021:

9.00-10.45 FIN time (8.00-9.45 CET)

Annika Viiala et.al., Proacademy students

TAMK

Topic: Entrepreneurship, team leadership and team learning

Description:

Interested in partaking in an interactive dialogue session? Well now is your chance! Proakatemia's Team of International Relations will be hosting one during TAMK's International Week 2021. At Proakatemia, an entrepreneurship and team leadership academy, the core values of dialogue and learning by doing are shared amongst its community. In the 3 ½ year program, students get to engage in weekly training sessions, build up courage by stepping out of their comfort zone and determine their individual definition of success. One way the students can actively participate in how things are done is by joining one of Proakatemia's community development groups such as the International Relations Team; typically, responsible for hosting international guests and giving tours of the Proakatemia premises. However, due to the coronavirus pandemic, the team has started producing podcasts with the hope of encouraging new students to apply and to connect with other team academies around the world. In the 1.5hour training session being held for the International Week event, Proakatemia's International Team provides a glimpse of what daily life in TAMK's Proakatemia looks like. During the session, there will be a short presentation about the team academy, followed by a dialogue session intended to engage the participants. This discussion style presentation will allow for more questions to be answered, trust to be built, and connections to be made. We are looking forward to seeing you online!

11.00-11.45 FIN time (10.00-10.45 CET)

Sini Jokiniemi, Mika Boedeker, Pia Hautamäki, Sales Research Team

TAMK

Topic: Inspired by sales research - what, why & how

Description:

Sales Research Platform is a group of three researchers (a.k.a. principal lecturers) at TAMK who have been planning and doing sales research together for a year. In our session we'll interactively discuss the hot topics in contemporary business-to-business sales research, offer argumentation for the need to do sales research and consider its potential impact on the surrounding ecosystem, and showcase our research activities. We wish to inspire students, teachers and researchers alike to see the potential of customer-oriented, ethically sound, and sustainable sales practices!

13.00-13.45 FIN time (12.00-12.45 CET)

Kati Kouhia-Kuusisto, Senior Lecturer

TAMK

Topic: Financial information in managing small enterprises

Description:

The aim of this short lecture is to inform participants about my doctoral thesis in preparation. I am a lecturer in accounting, and while teaching accounting to my students I have been wondering why accounting textbooks mainly talk about accounting methods used in larger companies. Vast majority of companies both in Finland and internationally are small and medium-sized companies, and they are of great economic importance. Previous research has proved that managing costs and financials is one of the most important factors forecasting success for SMEs. However, existing literature does not provide a clear picture of the financial information needs SMEs actually have in their managerial work. In small enterprises, the entrepreneur is usually responsible for financials as well as overall management of the firm. The objective of my dissertation studies is to examine what kind of financial information SME-entrepreneurs use and desire for their managerial work, and what are the main challenges in the gap between ideal and current financial information utilization. The research project includes both quantitative and qualitative studies examining the current financial information usage in small companies as well as the thoughts and challenges entrepreneurs have in this field. Moreover, a few accountants were interviewed to also reveal the viewpoint of financial information providers to this topic. The findings indicate that SME-entrepreneurs are aware of the importance of proper financial information and this information is advantageous even in the smallest companies. However, the current usage of financial information is typically faint, and entrepreneurs feel that they should improve in utilizing it. There seems to be a mismatch between financial information supply and demand in small enterprises. This dissertation contributes to the understanding about accounting information needs in small, entrepreneur-driven companies. The study provides new knowledge about possibilities to support small enterprise growth and development by financial information. During the lecture it is of course possible and desirable to comment and ask questions about this subject.

14.00-14.45 FIN time (13.00-13.45 CET)

Leila Kakko, Senior Lecturer

TAMK

Topic: COVID-19 Research in TAMK

Description:

The joint project of Tampere Universities Community and enterprises aims to produce evidence-based, piloting-verified information that will minimize the spread of pathogens in the context of services provided by public entities and enterprises.

Pilot destinations include restaurant businesses and tourism industry, as well as care services. Business Finland granted funding of around EUR 300.000 to the higher education community for a project lasting half a year.

How does the virus persist on different surface materials?

We collect surface and air samples from the hospital environment, e.g. from the premises of the units that treat COVID-19 patients and other facilities of the hospital. The samples are analyzed in the Virology Laboratory at the University of Tampere.

This project explores the survival of the virus on different surface materials. We are investigating the efficacy of various cleaners used in hospitals and general facilities in inactivating and eradicating different types of pathogens. We get to test for the presence of viruses in the Living Lab and practical work environments.

The study explores the needs, challenges and opportunities associated with the hygiene of companies in exceptional situations of business.

We map out new business, growth and internationalization opportunities related to surface hygiene holistically. The competitive advantage, export and brand of companies taking advantage of the results will be strengthened with the project. The results and cooperation of the project reinforce the commercialization of Finnish competence into international export.

BUSINESS TRACK - SCHEDULE THURSDAY 25.3.2021

9.00-11.45 FIN time (8.00-10.45 CET)

Annette Ammeraal, Senior Lecturer, Researcher

University of Applied Sciences Utrecht, Netherlands

Topic: 1) Personal Branding (for students), @) Transnational consultancy Projects - INTENSE Collaboration (for other lecturers)

Description:

Learning Objective: Express reflections on one's personal development with the aim of personal growth. Topics: • What are your personal goals and values? • What makes you unique? • What influence do you have? • Write a personal mission statement pitch • Prepare a personal mission video

12.00-13.45 (11.00-12.45 CET)

Mihai Nedelescu, Lecturer PhD

Romanian-American University

Topic: Fiscal pressure vs tax evasion in business

Description:

Learning objectives:

4. Understanding the concept of fiscal pressure and tax evasion in context of the economic crisis.
5. Understanding the effects of tax evasion on business ideas.
6. Understanding the methods used to protect a business idea against tax evasion.

Content:

- Part 1 – Lecture (Power Point presentation).
 - ✓ The concept of fiscal pressure and tax evasion.
 - ✓ Techniques for developing a business idea in context of high fiscal pressure.
 - ✓ Choosing the best technique to protect a business idea against tax evasion.
- Part 2 – Comments/Discussions/Examples/Exercises.

15.00-16.30 FIN time (14.00-15.30 CET)

Jose Luis Parada, Professor

Universidad Francisco de Vitoria

Topic: Market halls and circular economy

Description:

Our project connects circular economy, as a new economic model, with municipal markets (also called “market halls” or “food markets”), as a key socio-economic element of the city of Madrid. From our university we decided to establish a learning community of teachers and students based on alliances with public and private agents, with the aim of offering an action plan for the circularization of our markets. On Thursday 25th we propose a meeting with researchers and students from Spain to explain and discuss about the project.

BUSINESS TRACK - SCHEDULE FRIDAY 26.3.2021

9.00-12.00 FIN time (8.00-11.00 CET)

Alexander Grit, Professor

Hanze University of Applied Sciences

Topic: Training becoming a Critical friend, an innovative form of entrepreneurial education.

Description:

Critical Friend, next step method. The Critical Friend, next step method is an innovative method through which Individuals are challenged to explore ecosystems, share friendship and experience the unexpected. Multi-level and multi-disciplinarily participants and connections are important features of the method. It is designed to help individual and teams to discover more efficient, creative and innovative solutions to a specific challenge. The method has been designed within the Professorship Entrepreneurship in Transition lead by dr. Alexander Grit. The professorship is a shared effort by Hanze University of Applied Sciences Groningen and Alfa-college.